

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
(Attorney Docket No. 03-380)**

In the Application of:	)	
	)	
Scott Rosenberg et al.	)	
	)	
Serial No.: 09/978,144	)	Art Unit: 3622
	)	
Filed: October 15, 2001	)	Examiner: Jeffrey D. Carlson
	)	
Title: Method and System for	)	Confirmation No. 4095
Dynamic Ad Placement	)	

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE TO OFFICE ACTION MAILED JULY 17, 2007**

Dear Sir:

In response to the Office Action mailed July 17, 2007, Applicant provides the following claim amendments and remarks.

**Claim amendments** begin on page 2.

**Remarks** begin on page 16.

**Payment of Fees** - The Patent Office is hereby authorized to charge any required fee(s) or credit any overpayment to Deposit Account No. 13-2490.